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TELECOPIER TRANSMITTAL FORM

DATE: April 6, 2005
TO: Examiner Daniel Lastra
FIRM: USPTO, Group Art Unit 3622
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FROM: Jon A. Gibbons

TOTAL NUMBER OF PAGES: 17
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MESSAGE:

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Reiner KRAFT et al.

Serial No.: 09/757,901

For: *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH
INTEGRATION OF PHYSICAL LOCATION USING GPS*

Enclosed are the following:

Transmittal letter (1 pg.); RCE (1 pg.); and Preliminary Amendment (14 pgs.)

Docket No.: ARC9-2000-0048-US1

110-A00-005

April 6, 2005

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PATENT**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appl. No. : 09/757,901 Confirmation No. : 8326
 Applicant : Reiner Kraft et al.
 Filed : January 10, 2001
 TC/A.U. : 3622
 Examiner : Daniel LASTRA
 Docket No. : ARC9-2000-0048-US1
 Customer No. : 23334
 Title : Personalized Profile Based Advertising System and
 Method with Integration of Physical Location Using GPS

VIA FACSIMILE (703) 872-9306

MAIL STOP RCE

Commissioner for Patents

P.O. Box 1450

Alexandria VA 22313-1450

Attention: Examiner LASTRA

PRELIMINARY AMENDMENT

Sir:

Please amend the above-identified application as follows prior to an examination on the merits and calculation of any fees:

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